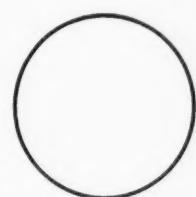
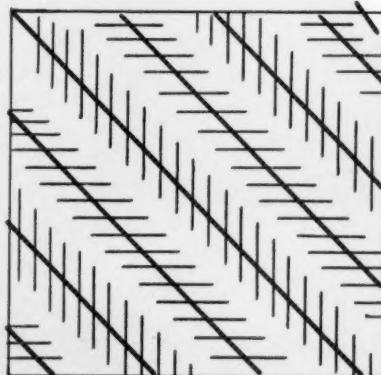
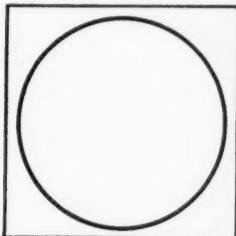
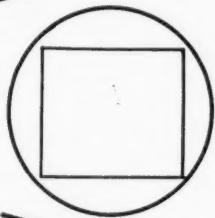
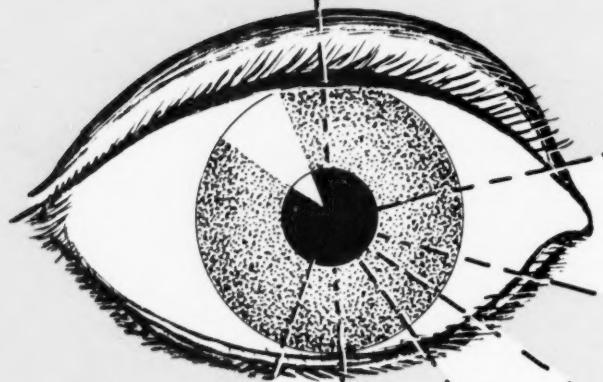
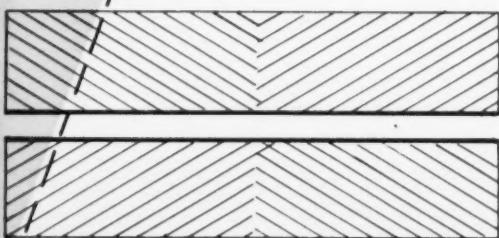


# See & Hear

THE NATIONAL AUDIO-VISUAL JOURNAL



Issue Five • Volume Seven  
PUBLISHED IN MARCH, 1952





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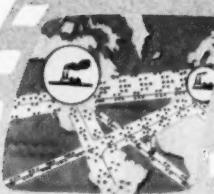
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### Cleveland's Annual Film Festival to Be Held June 12

♦ Cleveland's annual film festival will be held this year on June 12 at the Hotel Carter. Sponsored by the Cleveland Film Council, the day's activities will be concluded with an address entitled "New Dimensions in Idea Communication," by O. H. Coelln, Jr., editor of SEE AND HEAR.

During the day, films will be screened in labor-management and industrial relations, supervisory and employee training, sales, public relations and safety procedures.

Also included in the schedule will be the showing of informational subjects, civil defense, mental health and travel films.

Deadline for submitting entries for consideration is May 1, 1952. All inquiries should be sent to Kenneth Vermillion, Chamber School, 14121 Shaw Avenue, East Cleveland 12, Ohio.

### Boston's Festival on May 3

♦ The second annual Film Festival, sponsored by the Film Council of Greater Boston, will be held in that city on May 3. Commander Robert Noe of the U.S. Navy will be the principal speaker.

### Goal of Film Council Month: Better Use of A-V Materials

♦ During April film councils throughout the United States will be encouraged, in observance of Film Council Month, to increase their promotion of organized cooperation among agencies, groups and individuals in local communities, and to assure better and wider distribution as well as more effective use of audio-visual materials.

Projects which are being encouraged among the local councils during the month include special community film forum panels which will conduct film forums at local organizations meetings; establishing audio-visual reference sections in libraries, universities and other community centers; conducting community film workshops

SEE & HEAR  
Camera

to stress proper film utilization and operation of A-V equipment, and arranging special community film screenings using "community-interest" films.

Subject areas will include: child development, community health, library services, community film services, conservation, conservation of human resources, community recreation, family relations, education, housing, intercultural relations, international understanding, making democracy work, labor and industry, economic problems, rural community development, understanding ourselves, juvenile delinquency, sex education and safety education.

In conjunction with Film Council Month the FCA has launched a new promotional project aimed at building the membership ranks of individual councils and establishing new councils in areas where none exist. An encouraging response has already been received from the state adjutants of the American Legion. Lists containing thousands of member prospects have been received from affiliate member organizations of the FCA. Also, in conjunction with the program the FCA has prepared a new brochure entitled "Better Informed Citizens," and a four page pamphlet relating the history of the FCA, what a local film council is, the formula for a successful council, and the groups which should participate in local council activities.

FCA's goal for April, in short, is to begin to produce, in ever increasing amounts, local community councils, which can promote organized cooperation among agencies, groups and individuals and to assure better selection and wider distribution and more effective use of audio-visual materials.

## See & Hear

"The National Audio-Visual Journal"

Office of Publication • 150 East Superior Street • Chicago 11  
(After May 1st at 7064 Sheridan Road, Chicago 26)

**See & Hear: The National Audio-Visual Journal.** Issue 5 of Volume 7, published March 20, 1952. Issued monthly during the school year, September to May. Published at 150 E. Superior St., Chicago 11, by Audio-Visual Publications, Inc. E. M. Hale, president; O. H. Coelln, Jr., vice-president. **New York office:** Robert Seymour, Jr., 501 W. 113th Street. By subscription: \$3.00 per year; \$5.00 for two years. Foreign: \$4.00 for one year; \$7.00 for two years. Entered as second-class matter October 19, 1948, at the postoffice at Chicago, Illinois, under Act of March 3, 1879. Entire contents copyright 1952; international rights reserved. Address all advertising and subscription requests and inquiries to the Chicago office of publication.

SEE and HEAR



## Show Films Easier... with Amazing RCA "Thread-Easy Projector"

With this new RCA projector, you can actually thread the film in only 30 seconds. Thread it while you're lecturing. Thread it in the dark. Even a child can thread it. It's that simple.

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Here is a 16mm sound projector so easy to use that a 12-year-old child can be the projectionist. So simple you can set it up with pictures and sound on the screen in only 2 minutes.

Easy to pack up, too. Takes only 3 minutes to pack up the Junior model. And easy to carry. Single-case Junior weighs only 33½ lbs. Women appreciate its narrow case, rounded corners, proper balance.

### Schools Prefer the RCA "400"

In a single purchase, Pennsylvania schools bought 572 RCA "400's". Baltimore schools bought 156. Washington, D. C., schools bought 81. Already many thousands of RCA "400's" are in schools . . . making film projection easier . . . for busy teachers just like you.



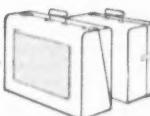
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If you use 16mm film in your teaching, *you owe it to yourself* to find out about this revolutionary easy-to-use projector. The new "Thread-Easy" design is the culmination of 23 years of RCA research—research which gives you such outstanding ease of operation, plus a brilliant picture and superb sound.



RCA "400" Junior. Handsome blue-green spatter finish. Single case weighs 33½ lbs. 7-watt amplifier, 8-inch speaker. Excellent for medium to large rooms.



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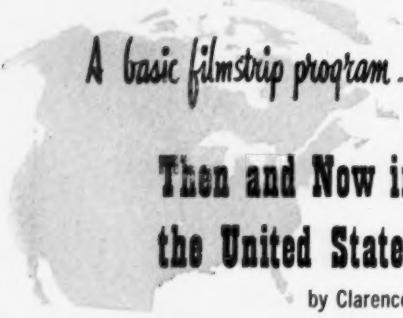
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A basic filmstrip program... in Color

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Each strip is a useful teaching instrument by itself, correlating history and geography with other fields of knowledge which contribute to the child's understanding of the people, the resources, the problems, and the interrelationships of a region.

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## The News at Presstime

♦ Pennsylvania State College has just announced the fifth in a series of Coordinated Conferences in Education to be held on the college campus June 23 to June 27. The purpose of the Coordinated Conferences is to bring together workers in the fields of art education, audio-visual education, language arts, psychology, special education, and speech education to share their common interests and concerns. Write Dr. Charles E. Long, School of Education, Pennsylvania State College, State College, Pa. for further information.

♦ The Fourth Conference on the Effective Utilization of Audio-Visual Materials in College Teaching will be held in Lodge Auditorium on the Stephens College campus, Columbia, Mo. April 23-25. Main elements of the Conference will include the Selection of Audio-Visual Materials, Utilizing, Producing and Evaluating Audio-Visual Materials. Robert de Kieffer, assistant to the Dean of Instruction and Librarian at Stephens is the conference chairman. A meeting of Stephens' National Advisory Board will be held preceding the conference, beginning on April 22.

♦ Elizabeth E. Marshall, assistant director of radio and television education for the Chicago Public Schools and radio-TV chairman of the Illinois PTA has been selected as one of seven women in radio and television who have received the first annual McCall's Awards for outstanding public service.

### "A Wonderful Life" Released for Wider Church Showing

♦ With high praise for the effectiveness of the film "A Wonderful Life" in the campaign for reaffirmation of Christian faith of five U. S. Protestant denominations, the Reverend Vernon K. Hoover, of the Office of the General Council, Presbyterian Church U. S. A., has announced that the film is being released through the Religious Film Association for use by the churches that did not participate in the original campaign.

"We believe that the film, together with the program built around it, has brought to our people not only a new sense of commitment to Christ, but also, a new awareness of the need to express this commitment in the family and in terms of service to church and community," states the Reverend Hoover.

*A Wonderful Life* runs 45 minutes and is available from most denominational and local film libraries, including those of the Religious Film Association, for a rental fee of \$10.00.

SEE and HEAR

# Notes for Our "Time Capsule"

## REFLECTIONS ON EDUCATIONAL TELEVISION

PROGRESS IN EDUCATION is a slow and often-painful process. The evolution of "visual education" has had its full share of both procrastination and denial from within the profession and among citizen-leaders of school affairs. From the beginning, the profession has resisted "mechanization" of the learning process, complexities of equipment, and the ill-timed cries and claims of "visionaries." The obstacles to visual education progress could well begin with its lack of orderly plan and end with the confusion that has persisted through the last half-century through the lack of professional, thorough execution of the generally-accepted and undeniable elements of such a plan.

In the second year of this new half-century there is an earnest and completely functional effort being made to distill educational sound motion picture and filmstrip utilization down to the county and city school system level. The map of these United States is slowly filling with the shaded areas which indicate the existence of such localized-service facilities, gradually outmoding the cumbersome, less-integrated and over-centralized state "mail order" film libraries. The prosperity of filmstrip producers is indicative of the gradual trend toward classroom recognition of the basic premise of the lighted screen on its simplest and most basic level, at the individual teacher's fingertips when the lesson plan requires. More efficient, less cumbersome equipment has come from the manufacturers of sound projectors, filmstrip and opaque equipment to speed the day of classroom utilization *nationwide*.

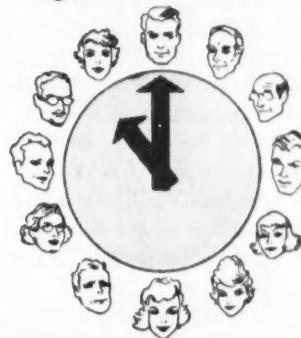
State funds from sympathetic legislatures in California, Arkansas, Oklahoma have aided these trends. More may well be impending in the Carolinas, Georgia and other states where plans understandable to educators and administrators and bearing their endorsement may secure legislative aid to overcome county and local deficiencies.

The recent report of the Michigan Audio-Visual Association on progress made without such aid in fourteen city and county systems is evidence that similar, though more gradual, gains are being made by hard-working professionals devoting their full energies and ideas to the job at hand—a job of tireless, thankless but urgently important service to their schools on a thoroughly practical basis.

And then—now—each day of every recent month a major effort to confuse, divide and perhaps to destroy these painfully-built programs of progress is being made by a small but determined group of empire-builders. These new "visionaries" are the ambitious salesmen of educational television. One of them is

(CONTINUED ON THE FOLLOWING PAGE)

## ONE MINUTE PRE-PREVIEW FOR BUSY TEACHERS



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In THE MUSCULAR SYSTEM, a human model assumes various positions to show that some force holds the human body erect and in balance, and enables the joints to move. With animated diagrams, the action of muscles in the foot is seen in helping support and move the body. Likewise, action of tendons and the contraction and relaxation of muscles is seen to move the arm. An unusual sequence, aided by X-ray photography shows acting muscles of respiration—the diaphragm, abdominal muscles and the intercostal muscles that lift the ribs and thorax. Finally, the interplay between the skeletal framework and the action of muscles is summarized.

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creating a new professional throne for himself as director of New York State's proposed network of educational television stations, for which he is billed as "drawing the plans." That would be Paul Reed, presently of the Rochester Public Schools and editor of the **EDUCATIONAL SCREEN**. Another sits in the executive chair of the Department of Audio-Visual Instruction of the NEA. He is Mr. James MacPherson who has publicly envied the New York t.v. program (initiated in the Governor's cabinet as a political maneuver) and who has endorsed educational television as the "answer" to the "impossible" costs of present classroom films.

Their co-workers are busy people. They are presently dominating almost every program presumably devoted to audio-visual education. Illinois' struggling audio-visual group has no announced plans to end that state's dearth of progressive legislation on a practical basis. But at this year's first annual meeting, Illinois' audio-visual directors will be inspired by Chicago's present school radio chief when he tells them of the million-dollar plans for a civic "dream" center of educational telecasting that now exists only on paper, if at all.

Superintendents, curriculum supervisors, PTA's are all fertile ground for such imaginative, "progressive" visionaries. Some legislators will listen most sympathetically to the creation of administration-controlled channels for such powerful thought-control apparatus.

Shades of George Orwell! What are we thinking of?

Where is the solid proof of the classroom value of educational radio on a broad basis worthy of its comparatively puny costs? Where are the clear cut answers to the need for *mass* telecasting of even the finest non-commercial educational films? TV is a mass medium. Have we really done so well with the education of our classroom pupils that we are now ready to begin saving the housewife's soul? Or do the MacPher-

*Expensive apparatus such as this WOI-TV tower has little in common with school needs . . .*



sons and their Boswell, Paul Reed, really think that such stations will be built and maintained from New York to California for the dissemination of classroom learning? Of course not! But the confusion in their minds is evident from constant references to the value of the small t.v. screen as sufficient for classroom reception, etc. And Mr. MacPherson's ardent testimony before the FCC in which he denounced the cost of the Los Angeles City Schools film program and offered the existence of a t.v. station there as the answer to that city's needs shows what they are up to.

Educational t.v. stations are powerful thrones which these hopefules want to share. Each of them should be given a month's leave to operate the nation's first existing, genuine-pioneer, educational television station at Iowa State College, WOI-TV. The lucky owners of television sets around Ames learned about the strip-tease last month from that great delineator of culture, Milton Berle whose illuminating Texaco Star Theatre pays Iowa State College every week for the privilege of educating the regional citizenry on the art of low-comedy in its lowest form. Any single week you can learn from Roy Rogers, Prof. Ed. (*Toast of the Town*) Sullivan; Martin Kane, *Private Eye*; Garry Moore; Dr. Kate Smith; Tom Corbett, *Space Cadet*; Captain Video; Gabby Hayes; Cisco Kid; Groucho Marx; Lucille Ball; Red Skelton and Martha Raye on WOI-TV.

The innuendos of *What's My Line* are closely followed every Sunday evening by some good tips on homicide from *The Web* on Iowa State's pioneer educational t.v. station. And soon after, good old Martin Kane cleans up your Sunday evening of culture advancement while Iowa State has put away another fat little sum to maintain this expensive communications outlet.

We have no quarrel with progress nor any doubt of the entertaining qualities of any of the above popular favorites. But we have serious doubts of the future of American education when it combines these two ingredients in the name of public service.

More important we will fight to the limit those who would set aside all these years of painfully-won achievement on the sound basis of classroom utilization of soundly-created audio and visual tools. Professional audio-visual leaders know what is needed to complete the evolution of this field from the assembly hall to the classroom phase. They know how difficult it has been to prepare and to secure endorsement for soundly-written plans for statewide programs.

Producers of classroom films will understand that those who propose ill-conceived visionary schemes in the name of education are today's real obstacles to continued progress.

The unfinished pyramid of progress will not be improved by the erection of a television antenna. Not until the last stones have been laid to reach the top, at least.

—OHC

SEE and HEAR

## See & Hear

# NEWS LETTER

### Illinois A-V Association to Meet April 24-25

♦ The Illinois Audio-Visual Association will hold its spring meeting at the Robert Allerton Park, Monticello, Ill. on April 24-25. Thomas H. Boardman, audio-visual director of the Freeport Schools, is president and will preside.

First session will begin on Thursday morning with a panel on "School Buildings and Audio-Visual Problems." Arthur Byrnes will lead a symposium in the afternoon on film censorship, budgetary problems, in-service teacher training, and student operators' clubs. At the banquet held Thursday evening, Dr. Harry C. McKown will be the principal speaker and distinguished service plaques will be presented to A. B. Roberts and H. C. McKown. Both men are well known for their outstanding work in the promotion of the use of audio and visual instructional materials.

On the following day "The Future of Educational Television" will be discussed by George Jennings, director of Radio Council, Chicago Board of Education. A business session following this will conclude the meeting.

Reservations for accommodations at the Park must be cleared through S. E. Alkire, executive secretary, 407 Centennial Building, Springfield, Ill.

### FCA Designs Charter for Active Film Council Members

♦ As a result of a recent survey covering active film councils in the United States, the Film Council of America has prepared a council charter to be distributed to all local Film Councils affiliated with the FCA. The charter will be distributed following the board of directors meeting in March. Attractively designed, the charter is suitable for framing, and will be issued to all active councils and all groups which, in the future, are accepted for membership by the board of directors of the Film Council of America.

Distribution of the charter is being

withheld pending the official announcement of the executive director of the FCA and election of a president of the FCA at the forthcoming board meeting. Both executive signatures will appear on the document. The charters will be issued during Film Council Month—April.

\* \* \*

### Oklahoma's A-V Conference to Be Held June 12 and 13

♦ University of Oklahoma's 13th annual audio-visual conference will be held this year on June 12 and 13. Dr. Robert de Kieffer of Stephens College will be chief consultant. Dr. Kieffer is former president of the Film Council of America and is currently on its board of directors.

\* \* \*

### Miami U. Produces Good TV Newsreel and Trains Students

♦ *The Campus Newsreel*, a five-minute video summary of the week's events at the University of Miami, Fla., presented weekly by the University's radio and television department over Station WTJV, is meeting with noteworthy success, according to news reports from Miami.

Films taken of events throughout the week are used for four of the five minutes. The photographic assignments, the scripts, the narration and the music selection are handled by students under the direction of Professor O. P. Kidder, chairman of the radio and television department. Professor Kidder feels that "the weekly newsreel produced for actual on-the-air programming is ideal for training motion picture and television students."



### Conference Studies Role of Films in Int'l Problems

♦ Extensive use of educational films was featured throughout the National Conference on the United Nations called by the U. S. National Commission for UNESCO, a citizen group established by Congress to work with the United Nations Educational, Scientific and Cultural Organization.

The conference, which took place at Hunter College in New York late January, provided opportunities for 2,200 delegates from all sections of the country to examine international problems blocking the road to peace. Officials of the United Nations, the UN Specialized Agencies, the U. S. and other governments, as well as experts from many non-governmental agencies participated in the conference activities.

To illustrate the use of educational films in promoting thoughtful consideration of international affairs, the Educational Film Committee of the conference, headed jointly by Paul Witt of Teachers College, Columbia University and Miss Emily Jones, executive secretary of the Educational Film Library Association, used a demonstrated film discussion program related to the conference theme.

Subject matter that was included considered such topics as "Peaceful Settlement and Collective Security," "The Fight Against Ignorance," "Advancing Human Rights," and "International Labor Cooperation."

\* \* \*

### Prices of EFLA Cards Changed

♦ EFLA recently readjusted the price schedule on its evaluation cards. Single cards of any one title are 5c each; if more than one card of a title is ordered at the same time, price is 3c each. When ordering, it is necessary to give both the film title and the EFLA evaluation number (lower right corner of the card).

Complete sets for the years 1948-49, 1949-50 and 1950-51 are still available at \$7.50 a year.

## NEWS-LETTER:

(CONTINUED FROM PRECEDING PAGE)

### CIO Stimulating Interest with "Who Shall Teach Your Child"

♦ The CIO Film Division has purchased prints of *Who Shall Teach Your Child* from the National Film Board of Canada and is recommending to local unions that it be shown to their membership and to interested groups in their communities.

The film stresses the importance of securing good teachers for the schools, and emphasizes the contribution of a well-trained teacher in helping a group of students to grow and learn. Supplementary material recommended by the Film Division, CIO Department of Education and Research, is a reprint from the September 1951 issue of *McCall's* entitled, "Who's trying to ruin our schools?" and "They Can't Wait", a reprint by a publication with permission of the Federal Security Agency, Office of Education, Washington, D. C.

The film runs approximately 30 minutes, is 16mm, sound, black and white, and the rental fee is \$4.00. Inquiries should be addressed to CIO Department of Education and Research, Film Division, 718 Jackson Place, N. W., Washington 6, D. C.

### New Film on "Boys' Town"

♦ A new 21-minute color film titled *Place Called Home* tells the story of Father Flanagan's famed Boys' Town in Nebraska. Princeton Film Center, Princeton, N. J., will distribute.

### Double Premier For Gallagher With New Film and Projector

♦ It was a double premier for Gallagher Films, Inc., in Green Bay, Wis., February 9, when they presented *The Home Coming*, a 22-minute, color, sound picture produced for the Wisconsin Odd Fellows. For it was also the first public showing of their new arc projector incorporating the special RCA arc-head projector assembly. More than 1500 people saw and heard the picture in Riverside ballroom, which is 247 feet long.

Large Kleig lights were used in Hollywood fashion for the premier. The cast and state officers were introduced. A song and part of the film were carried over a half-hour radio broadcast direct from the stage in Riverside.

## "Alcoholism" Shows Cause & Treatment of Problem

NEW 22-MINUTE PICTURE'S CONTENT HAS SOUND MEDICAL BASIS

♦ One of the most important problems of our time is squarely faced in a new 16mm sound film produced by Encyclopaedia Britannica Films. The tragedy of excessive drinking is portrayed in *Alcoholism*, 22-minute film designed to focus interest on this disease, to change the climate of public opinion that surrounds it and to dispel some of the myths which have surrounded an illness which needs sympathetic treatment.

*Alcoholism* attempts to show how the roots of excessive drinking are imbedded in personality difficulties often relating back to the early formative years of the victim's childhood and how the patient can be treated through psychotherapy. The film presents a case study of three types of alcoholics tracing the development of the disorder from its origin.

The case of Ed Griner is given in detail. Ed began as a controlled drinker, but gradually reached the point where he was drinking heavily and finally reaches the point where he goes on extended benders. He tries several methods of treatment but none are successful for long. The film shows him at a clinic for alcoholics where his case is reviewed and an intensive study of Ed's personality is made. One important difficulty they find is that Ed, though moderately successful in his work, has a tendency to react to authority and responsibility in the same way as he did to his father's overbearing demands for perfection. The doctor tells Ed of other cases of alcohol-

ism similar to his own, yet different. The film cites two of these cases: Frank Jarley, a machinist who used to go on solitary weekend benders and then sober up for Monday's work and who, after treatment, joined Alcoholics Anonymous; and the case of Mrs. Lenford, a young housewife, who drank a little all day long without actually getting drunk. She too is under treatment.

Ed remains under treatment for some time, learning through interviews with the doctor and others on the clinic staff to understand himself and the forces which drove him to alcoholism. He understands that he can never again be a controlled drinker and must never risk taking a single drink. The film ends with a plea for a better understanding of alcoholism as an illness and of the need for increased treatment facilities.

Intended for high school health and hygiene classes as well as college and adult levels, part of the film, which is devoted to physiology, is closely related to the EB film, *Alcohol and the Human Body*. *Alcoholism* was produced in collaboration with Selden D. Bacon, Ph.D., director of the Yale Center of Alcohol Studies and Raymond G. McCarthy, M.A., executive director of the Yale Plan Clinic. The film may be purchased from Encyclopaedia Britannica Films, Wilmette, Ill., or from any of EBF's eight preview and rental libraries. Rental fee is \$4.50 for one to three days use and one dollar per day thereafter.

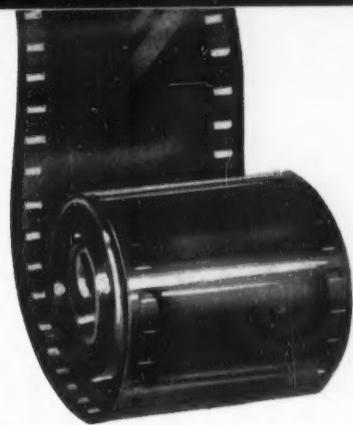


*Detailing the cause and treatment of excessive drinking as an illness which can be cured by analysis and clinical care as well as the patient's full cooperation, ALCOHOLISM is Encyclopaedia Britannica Films' new contribution on community problems.*



# Art Creativeness & Filmstrips

by Ann M. Lally  
of The Chicago Board of Education



WHILE CREATIVE ART WORK is based upon the natural interests of children, teachers in large classroom situations are constantly faced with the problem of stimulating groups of boys and girls in the direction of purposive creative activity.

Making the children *want* to "dig in" is as essential in an art lesson as it is in any other area of human learning.

First-hand experience such as playing outdoors, or helping at home or classroom activities like story-telling often serve as the theme of a young child's painting. Filmstrips of general interest to young people provide another stimulus for child art.

In utilizing filmstrips for creative picture making, best results will be secured when the teacher introduces the strips to supplement the experience and personal recollections of young people. At the primary level the strip *Betty and Mother Go Shopping*<sup>1</sup> was used when a class decided to work on story-telling pictures about local shops. General discussion on activity within different stores was followed by a showing of the strip. As a result, many unmentioned items and anecdotes were added by the children to the list of experiences they wished to include in their pictures about stores.

## "Community Helpers" Series Stimulates Drawing

Other filmstrips which primary teachers may use successfully in stimulating creative pictures are *The Fireman*; *The Postman*; and *The Policeman*.<sup>2</sup> These strips serve to supplement children's knowledge of the work done by uniformed community workers. The discussion following the showing of the filmstrips usually reveals several dramatic work responsibilities of one or the other service group which boys and girls have not previously considered as a source of picture material. In one primary class a strip served as the inspiration for a folio of creative portraits of 23 different types of workers. Seeing the fireman, the postman, and the policeman, stimulated a discussion of the importance of the milkman, the school engineer, the window washer, and a host of others included in the portrait series developed by the boys and girls in this single class.

Several intermediate-grade classes interested in designing transportation murals have enjoyed viewing *Chicago—Transportation*<sup>3</sup> before proceeding with their compositions. The all-inclusive nature of the strip prompted one group to develop a designed interpretation of the rail, waterway, highway, and air facilities of their city. In another class the children decided to portray the activities and attitudes of people inside busses, trains, street cars, and airplanes. Still other boys and girls drew and painted

what they thought they might see from the windows of conveyances travelling about the city. This approach resulted in startling air views, as well as more ordinary interpretations of the local scene.

Science filmstrips can frequently be utilized in intermediate and upper elementary grades in launching discussions of plant forms, animals, insects, and other creatures. When such strips are used to motivate interest in art activities they should be shown rapidly, and followed immediately with a discussion in which boys and girls have an opportunity to tell about other real or imaginary nature forms they feel could be used successfully in creative art experiences. At this point teachers can demonstrate that art does not slavishly copy nature either in form or color, and that boys and girls have an opportunity to make up new animal and plant forms of their own, as well as develop color combinations which are pleasing to them.

Filmstrips on sports, on health practices, on social customs and a variety of other subjects can be used as motivational pivots in launching teen-age high school students on original pictures or designs built around one or the other of these interests. Teachers using general filmstrips as a stimulant to art activity must at all times remember that they represent one possible and relatively new method of generating original thinking or individual emotional responses. They should never be used to limit a young person's creation.

## These Color Filmstrips Show Original Concepts

The art filmstrips *Contemporary American Painting*<sup>4</sup> can be used in many ways in high school and junior college art classes. Their function is more than that of stimulating an original approach to subject matter since they represent a collection of the original work of a number of outstanding American painters. They can be studied by young people for design quality, for color handling, and for general appreciation.

The use of the filmstrip is in its infancy in art education. Experimentation with general filmstrips have proven to be an interesting additional method of motivating two-dimensional creative art expressions. The use of art filmstrips has been found to broaden the young person's appreciation of the various ways in which a picture may be developed and completed.

A great many more strips are needed in all areas. Progressive art educators hope that, as additional art and craft filmstrips are prepared, many points of view and varied approaches to materials will be included. •

<sup>1</sup>*Betty and Mother Go Shopping* (27 frames) 35 si. filmstrip. Creative Arts.

<sup>2</sup>These are three of the five strips in the *Community Helpers Series*. B&W, Society for Visual Education, Inc.

<sup>3</sup>*Chicago—Transportation* (25 frames) Color. Creative Arts.

<sup>4</sup>*Contemporary American Painting* (5 filmstrips) 35 si. filmstrip. Encyclopedia Britannica Films.

*Your Money's Worth in Better Tools:*

# How to BUDGET Your School's Audio-Visual Program

• by G. W. Remington

The University of Minnesota

*Basic tools like the tape recorder and filmstrip projector serve these primary graders.*



**H**OW MUCH SHOULD OUR SCHOOL SPEND for audio-visual education? This is a question which we hear very often from school administrators and from teachers. It is a question which cannot be answered glibly with so many dollars per pupil or teacher for all schools, but one which has to be worked out for each individual situation. The question can be answered only in terms of educational goals.

Is the school to have a well-organized program of audio-visual education under the direction of a trained co-ordinator with the material carefully selected to integrate with the units of the courses of study? Or is the school just going to run a program of films in the auditorium or central projection room? If the latter, the cost will not be much and the educational outcomes will be less. If the first type of program is desired, then there are three factors to be considered in working out the cost, administration, equipment, and materials.

#### Provide a Coordinator For Your Program

How much will the administration cost? One of the leading men in this country in the field of audio-visual education suggests one full-time visual education staff member for each 25 teachers. It is reasonable to assume that as faculties become larger, this ratio may become smaller. So staff cost is one factor, and an important one. If the teachers are not trained in the use of audio-visual materials, then the importance of the co-ordinator is increased, for he must take charge of an in-service training program.

The amount and kind of equipment is a second factor. To determine equipment needs, it is necessary to know how much time it is desirable for each teacher to spend using such equipment. Do you think a teacher should use a motion picture in each of her classes once each week? This will mean that a projector for each five teachers should be provided. If you think that a film in each class, once every two weeks is sufficient, then a projector for each ten teachers will be needed. This same time application can be made to determine how many slide lanterns are necessary, how many film strip projectors or 2 x 2 slide projectors should be supplied.

#### Owning Materials May Be a Real Economy

Material costs will be the third factor. Should they be rented or purchased? This again is a problem for each school to determine. Obviously such low priced materials as film strips, slides, transcriptions and recordings are more economical if purchased outright. If a motion picture film which costs \$50.00 is to be used 10 or 15 times during a year, it would be better economy for the school to purchase the film, for with proper use, a film can be run several hundred times before it is worn out. If a film is needed only a few times during the year, then economy will be best served by renting the film from a film library.

In determining cost, the life of equipment and materials must be considered. A good motion picture projector or a good film strip projector should, with proper maintenance, last about eight years. A film which is used 15 times in a year should easily last eight years, so original costs of equipment and materials should be considered not

just as part of the budget in the year they are acquired, but rather a budget should be planned which will spread the cost of such equipment over a period of five to eight years. Even though it may be a part of your long time goal to have a projector for each five teachers, you will not want that much equipment at the beginning. It will take some time with a good in-service training program before all teachers will see the value of using visual education materials freely and often.

#### What Is the Cost of a Well-Rounded Program?

Let us take a hypothetical case and figure the cost of a well-rounded program of audio-visual education. The equipment and materials used in this problem may not fit the type of program every school may want, but it will show how to estimate costs of a program when goals for an individual school are set up. We will assume that after several years of planning teachers are using audio-visual materials to the extent that each teacher will need a motion picture projector and a film strip or 2 x 2 slide projector once each week for each of her classes, and that she will be making liberal use of slide lanterns, opaque lanterns, record players, etc. The school chosen will be a 15 teacher school with 450 pupils, which is quite typical of many Minnesota schools.

The first essential, of course, will be to secure a staff member with training in audio-visual education to organize the program, help with the planning and integrating of audio-visual materials with the curriculum and conduct a good in-service training program with the teachers. He should be given one-half of his time to devote to the audio-visual program. If his salary is \$3000, then \$1500 of this may be charged against the audio-visual budget.

In the matter of equipment, let the school begin with one each of the commonly used projectors, that is one motion picture projector, one combination film strip and 2 x 2 slide projector, one 3 1/4 x 4 slide lantern, and one combination record and transcription player. The following costs are *estimates* only:

1 16mm sound projector and screen	\$500.00
1 film strip and 2 x 2 combination	90.00
1 slide lantern	90.00
1 combination record and transcription player	150.00
	\$830.00

Each teacher will use each projector only one day in three weeks so material costs will not be too high to begin with. Suppose each teacher uses 12 films per year in each of his classes and teaches on the average of four different subjects per day. This would mean 48 films per year per teacher or 570 films per year. However, let us assume that the films have a multiple use factor of 2, that is, they may be used by two teachers in two different courses instead of by just one teacher. That would cut the number of films to half of 570 or 285 per year. Assuming an average rental cost of \$1.50 per film, the school would spend \$427.50 for film rentals. Then if the school spent an equal amount for purchase of film strips, slides, recordings, etc., the annual cost for materials for the first year would be \$855.00.

The second year, the cost for materials could be the

same, and the only equipment added would be an opaque projector for \$200.00.

At the end of the third year, the teachers will be using the materials so liberally that another motion picture projector at \$500 and an additional combination film strip and 2 x 2 slide projector at \$90 will be needed. By this time, the school will own some of their materials and an increase of 50% in the materials budget will be sufficient to take care of additional materials needed. During the fourth year, no additional equipment will be purchased, and the materials budget will remain the same or about \$1200.

By the end of the fifth year, the program will be moving in high gear, and another motion picture projector at \$500 and another record and transcription player at \$150 will be needed with the materials budget increased to \$1500. During the next three years, little or no equipment will be needed, and the \$1500 may be sufficient to furnish materials. Now let us figure the total cost of the program over an eight year period.

	8-year Total Cost	Annual Cost
Coordinator at \$1500 per year	\$12,000	\$1,500.00
3 16mm projectors	1,500	187.50
3 2 x 2 film strip combinations	270	33.75
2 recording and transcription players	300	37.50
1 slide lantern	90	11.25
1 opaque projector	200	25.00
Materials first three years at \$855.00	2,565	
Materials next two years at \$1,200.00	2,400	1,183.12
Materials next three years at \$1,500.00	4,500	
		\$23,825
		\$2,978.12

The average would be about \$3,000 per year, \$200 per teacher and about \$6.66 per pupil.

#### Good Audio-Visual Equipment Is An Investment

The unit prices used in this article may vary somewhat from actual cost figures. It is possible now to buy good classroom motion picture projectors for considerably less than \$500 per unit. If a school has a standard projector for auditorium use it could save some money by buying lightweight projectors for classroom use. There are several good lightweight projectors on the market now. Capital invested in audio-visual equipment is not great when compared with that invested in science equipment, commercial department equipment, shop equipment, etc. Quite frequently a school will spend a sizable sum for a piece of laboratory equipment which is used only a few times during the year, while projection equipment can be kept busy every day in the school year. If teaching efficiency can be increased from 20 to 40% by spending \$6.00 annually out of the \$160.00 per pupil cost of education, the money would be very well spent.

I wish to emphasize again that the problem used in this article is only a hypothetical one. The amounts of material and equipment may or may not be what a school will want or need. They are used only to show how a school may set about to plan its audio-visual program. The needs of a particular school may make the costs vary considerably from those of this problem. They could conceivably be considerably less or considerably more.

**TV On a Practical Basis:**

**The University of Pennsylvania and WPTZ Combine Facilities**

"IN THE AMERICAN TRADITION"

♦ Television and education are cooperating in Philadelphia, Pa., as the University of Pennsylvania and Station WPTZ combine facilities to present a series of ten weekly programs, entitled, *In the American Tradition*.

These programs are designed to dramatize the role that higher education plays in community and national life and the effect it has on the welfare of every citizen. They are being presented on Sunday afternoons from 2:30 to 3:00 p.m.

"It is to the credit of Station WPTZ", says Dr. Kurt Peiser, vice president in charge of development at Pennsylvania, "that they have recognized television's use as a force for enlightenment and are pushing forward its achievement. The University welcomes this opportunity to be seen and heard beyond its walls, to carry its functions directly to the whole community in which it is a public-spirited neighbor."

Ernest B. Loveman, WPTZ vice president and general manager, in announcing the start of the new series stated:

"We are proud and happy to be associated with the University of Pennsylvania in this series of programs. . . . *In the American Tradition* is using television's popular dramatic-documentary techniques, along with on the spot coverage, to bring to the audience programs that are entertaining, authoritative and informative. It will employ studio facilities, remote telecasts from the University's campus and laboratories and films made specially for this series."

The programs are covering a wide variety of subject matter, touching on the work and accomplishments of the medical school, school of fine arts, education department and many others.

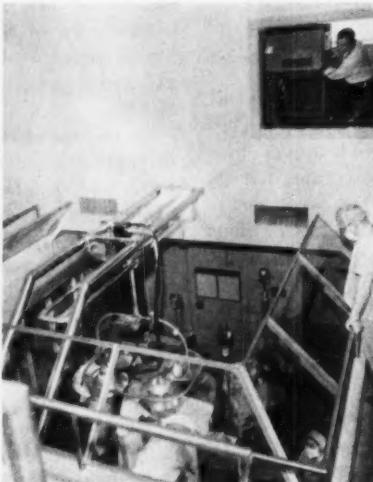
The initial program, for example, aimed to dispel fears and worries of people about to undergo surgery. In semi-story form it took the audience on tour of the Medical School and Hospital, pointed up the highly trained skills of the people involved in modern

medicine, and showed the extreme precautions which are taken so that nothing is left to chance.

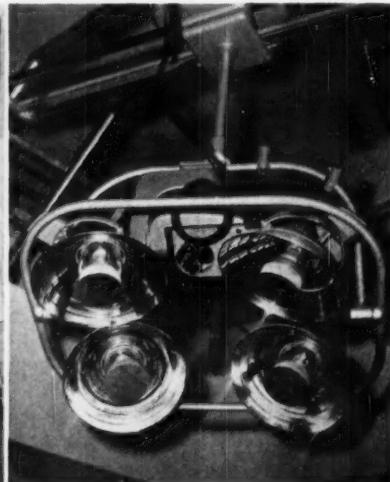
Current plans for *In the American*

*Tradition* call for a summer vacation with the series to be resumed as a regular feature with the start of the fall semester.

**CLOSED CIRCUIT VIDEO SERVES KANSAS' MEDICAL CENTER**



ABOVE: Monitoring and control equipment of Kansas Medical Center's closed circuit color telecasting setup for lecture demonstration.

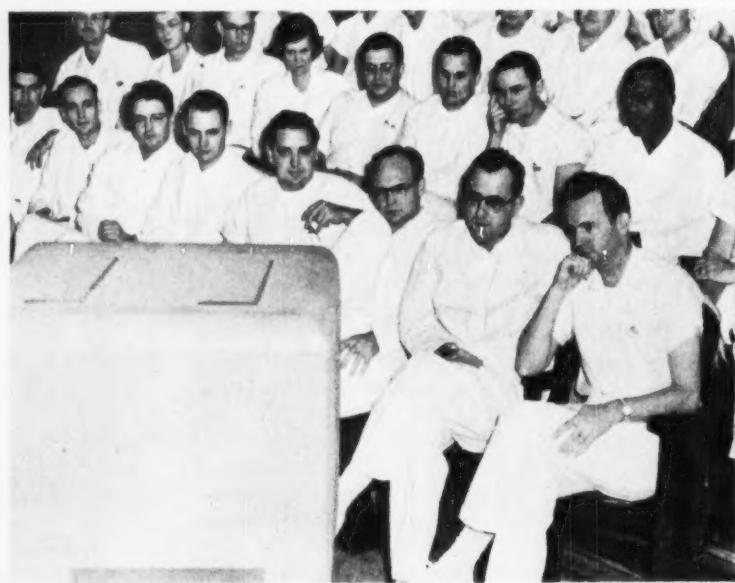


ABOVE: Shown above is the Remington Rand Vericolor camera mounted above the operating table and flanked with lights.

♦ Students at the University of Kansas' Medical Center now benefit by simultaneous close-in projection of surgical procedures made possible by the school's new closed-circuit video equipment. A Remington Rand Vericolor camera picks up the picture over

the operating table and three receivers provide for as many as 120 students to watch and discuss (via two-way sound) the operating techniques. Reports indicate deep interest being shown by medical students.

*Direct View* receivers in two large auditoriums and a conference room enable as many as 120 students to watch and be lectured on procedures under way; sound is two-way permitting questions to be asked by the students and answered by the surgeons in charge.



**SEE and HEAR**

#### Four New Records Announced by Enrichment Materials, Inc.

♦ The first pressings of *Enrichment Records* are ready for sale, according to Miss Martha Huddleston, director of Enrichment Materials, Inc., 246 5th Avenue, New York.

*Voyages of Christopher Columbus*, playing time: 15 minutes. Columbus explains his beliefs for king and queen of Spain. It also deals with his trips, his triumphal return from the new world, and his tragic fate in later life. Price \$2.30.

*Landing of the Pilgrims*, playing time 15 minutes. This record presents early American characters during their first hard winter, and the humor and prayers of the first Thanksgiving. Price \$2.30.

*California Gold Rush*, playing time: 15 minutes. An audio presentation of the excited men, women and children who rushed to California for gold, their dreams and tragedies, successes and failures, against a background of authentic music of the period. Price \$2.30.

*Riding the Pony Express*, playing time: 15 minutes. This record tells the story of how riders were recruited, their solemn oath that the "Mail must go through," and their wild rides through the mountains and over the plains. Price \$2.30.

Records of these respective subjects are available in either standard or long-playing speeds. They may be ordered from the above address.

\* \* \*

#### Audio Easter Record Present

#### Two Authentic Biblical Stories

♦ Two Biblical stories, *The Crucifixion*, and *The Resurrection* are ready for release by Audio Records, 341 Madison Avenue, New York 17, N. Y., as part of their series, *Immortal Stories from the Book of Books*.

Originally produced for radio, these stories are being made available on long-playing records at 33 r.p.m. with both incorporated into one record priced at \$5.00.

\* \* \*

#### RCA's Player-Record Package

♦ RCA Victor's Education department is offering a three-part record library of 370 selected compositions plus an RCA 45-rpm table phonograph (with an 8-inch electro-dynamic speaker) and teacher guides at a special price of only \$109.95.

# New Materials

## FILMS • SLIDES • RECORDINGS AND OTHER AUDIO-VISUAL AIDS



### NEW FILMSTRIPS

#### Young America Films Releases Four New Series of Filmstrips

♦ Four new series of filmstrips, three of them in color, have been released by Young America Films, Inc.

*U. S. Regional Geography Series*, 10 color filmstrips, \$49.50, for upper elementary grades and high school social study classes. Regions of the United States are treated in the following titles: *Regional Overviews of the United States, Northeast, Gulf Plains, Appalachian Highlands, Plateau Region, Pacific Coast States, Great Lakes Region, Central Plains, Atlantic Plains, Great Plains*.

*Elementary Science Series Set 2*, six color filmstrips, \$30.00. Continuation of YAF's science series for elementary grades. Titles: *The Moon, The Seasons, The Solar System, Simple Machines, Electromagnets, Light*.

*Experiences In Living Series*, six filmstrips, \$16.50, a new set for the kindergarten-primary grades. The titles: *We Go To School, We Plan Together, We Work Together, We Make Some Safety Rules, We Visit the Doctor, We Visit the Dentist*.

*Song to Sing Series*, four color filmstrips, \$16.50, words and music of 16 well-known songs, adapted for group singing in grades one to six.

These filmstrips may be purchased from YAF dealers, or direct from Young America Films, Inc., 18 East 41st Street, New York City 17, N. Y.

#### New York Times Filmstrip on Foreign Trade Now Available

♦ *Keystone of Prosperity—America's Foreign Trade*, the New York Times' monthly filmstrip for April, black and white, 53 frames, \$2.00.

The filmstrip points up the contention that comfort and prosperity of the people of the United States and the nation's strength depend on foreign trade. It shows the main exports and imports and their size. It outlines the main causes of the dollar shortage

that besets many foreign countries and discusses what can be done about it. It also sketches the advantages to the United States of increasing world trade. A teachers discussion manual goes with the filmstrip.

*Report on the News* filmstrips are issued by the Office of Educational Activities, New York Times, Times Square, New York 36, N. Y. The price for the series of eight monthly filmstrips is \$12.00. Individual strips, \$2.00 each.

#### Filmstrip on the "Community Development in West Africa"

♦ Black and white, 21 frames, captioned, \$3.00 (sale only), with study guide, British Information Services, 30 Rockefeller Plaza, New York 20, N. Y. Community development in bringing social progress to West Africa in a way the people can understand. Schools, roads, medical facilities and water supplies are being built by the villagers who will benefit directly from them. Other BIS offices, 39 South LaSalle Street, Chicago; 903 National Press Building, Washington 5, D. C.; and 310 Sansome Street, San Francisco 4, Calif.

#### New Color Filmstrip Series on "Selection of Breeding Stock"

♦ Six new, color filmstrips of importance to all agricultural students, farm groups and future farmer organizations have just been released in a group of three series entitled, *Selection of Breeding Stock*, by the Audio-Visual Division of Popular Science Publishing Company, New York.

Fully covering beef, sheep and swine, each of the three series consists of two color filmstrips—one devoted to the male and the other to the female. All frames were specially photographed at Oklahoma A. and M. College and at Purdue University under guidance of animal husbandry experts.

The three series, *Selection of Breeding Stock* (CONTINUED ON THE NEXT PAGE)

## New Classroom Audio-Visual Materials

(CONTINUED FROM PRECEDING PAGE)  
*ing Stock—Beef; Selection of Breeding Stock—Sheep; and Selection of Breeding Stock—Swine*, are each priced at \$12.00, complete with two strips and fully illustrated teaching guide. Orders may be placed or information obtained at a local Audio-Visual Division or at Popular Science Publishing Company, 353 Fourth Avenue, New York 10, N. Y.

\* \* \*

### SVE Using Instructional Filmstrip on Correct Filmstrip Projection

♦ A new instructional filmstrip, *How to Operate Your S. V. E. Instructor*, is now standard equipment on all S. V. E. tri-purpose projectors, officials of the Society of Visual Education, Inc., Chicago, have announced.

The filmstrip was designed to make it possible for anyone to operate an Instructor model in a professional manner, even though he had never used a filmstrip projector before. It is also available through SVE dealers to present owners of Instructor models and schools and churches with established audio-visual instructional courses.

\* \* \*

### British Information Services Offer "City of Birmingham"

♦ Black and white, 24 frames, captioned, \$3.00 (sale only), with study guide, British Information Services, 30 Rockefeller Plaza, New York 20, N. Y. A filmstrip on the industrial city of Birmingham, England, hub of the Midlands industrial belt, a city of 1,500 trades. It shows hundreds of small workshops doing a thriving business alongside the big plants producing cars, bicycles, rolling stock and hosts of other articles.

\* \* \*

### Popular Science Offers Series Filmstrips on Use of Machines

♦ A new series of color filmstrips, *The Use of Machines in Our Industrial Life*, has been prepared by Audio-Visual Division of Popular Science Publishing Company, 353 Fourth Avenue, New York, and the Walker-Turner Division of Kearney and Tecker Corporation.

There are six color filmstrips, 50 frames each, designed for vocational

shop training in junior and senior high school industrial arts programs, vocational-industrial schools and apprentice training programs. The series covers *Circular Saw, Jig Saw, Band Saw, Drill Press, and Shaper*.

All scenes were specially staged and filmed at Walker-Turner plant. The filmstrips give a complete visual presentation of the evolution, construction, care and use of these basic machines.

Price of the entire unit, including teaching guide, \$31.50. They may be purchased from a local audio-visual dealer or directly from the New York office of Popular Science.

## MOTION PICTURES

### Coronet Films Announces Five New Classroom Sound Films

♦ Climate, geography, cultural inheritance, and dating problems are explored in the new March films released by Coronet Films of Chicago.

*Our Inheritance From Historic Greece* is an absorbing film designed to give students a keener appreciation of the contributions of ancient Greece to our modern society. It deals with language, thought, architecture, sculpture, drama and mathematics as their use in modern American life is linked directly with their origin in ancient Greece.

One reel, sound, color \$100.00, or black and white \$50.00. The educational collaborator is Elmer Louis Kayser, Ph.D., professor of history, George Washington University. For grades five to nine; high school; college; and adult groups.

*Geography Of The Rocky Mountain States* uses the six states of Montana, Idaho, Colorado, Wyoming, Utah, and Nevada to provide a geographical understanding of the entire region. Lo-

cations were carefully selected to portray visually some of the scenes that give meaning to this mountain region. Grazing, irrigation, farming, mining, and lumbering are graphically depicted against this vivid background.

It is one reel, sound, color \$100.00; black and white, \$50.00. Education collaborator is Earl B. Shaw, Ph.D., professor of geography, State Teachers College, Worcester, Mass. It is for intermediate grades, junior high school, and senior high school.

*Blow, Wind, Blow* is good background material for reading stories and poems or singing songs about the wind. It is designed for primary grades and Little Johnny learns about the wind and its different aspects. He discovers how it affects the weather and the way it helps people do many things.

One reel, sound, color \$100.00; and black and white \$50.00. The educational collaborator is William J. Iverson, Ed.D., assistant professor of education, Stanford University.

*Date Etiquette* shows the importance to young people of knowing courtesy and acceptable conduct for a date. The audience will discover with Danny and Alice, in this story of a date, the ways of asking and accepting date invitations, meeting the girl's parents, going to the date, behavior at a function where seating is required, eating at a restaurant, going home and saying goodnight.

One reel, sound, color \$100.00; black and white \$50.00. The educational collaborator is Evelyn M. Duval, Ph.D., consultant, National Council on Family Relations. It is for junior high, senior high, some college, and adult groups.

*More Dates For Kay* is a constructive film aimed at helping a girl overcome periods of "dating slumps" gracefully and with the proper viewpoint. It is designed to rid a girl of a feeling of social failure by "making the best" of a temporary situation and concentrating on self-improvement for future date possibilities.

One reel, sound, color \$100.00, black and white \$50.00. The educational collaborator is Mary E. Weatherby Pope, formerly head of home-making education department, Mississippi State College. It is for senior high school, college, and adult groups.



## "Conducting A Meeting," Is New Film By Young America

♦ *Conducting A Meeting* is an educational film being released this month by Young America Films, Inc., as the newest title in its series of films on public speaking technique.

The film demonstrates and explains to group leaders and members of their groups the basic pattern of parliamentary procedure which contributes to an efficient and successful meeting. It was made in response to repeated requests from educators and other community leaders. It was planned and produced under the supervision of E. C. Buehler, director of forensics at the University of Kansas.

The Young America speech series is designed for use in high schools, colleges, community clubs, and employee training groups. Other subjects are: *Stage Fright and What to Do About It*, *Platform Posture and Appearance*, *The Function of Gestures*, *Using Your Voice*, and *Planning Your Talk*. They are available for rental from film libraries, and may be purchased from Young America Films, Inc., 18 East 41st Street, New York City 17. *Conducting A Meeting* is one reel, 16mm sound, priced at \$45.00.

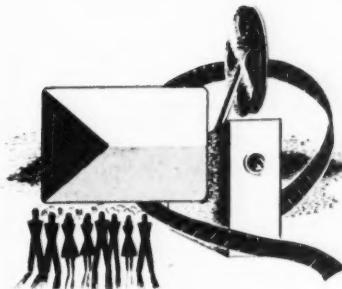
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## Albrecht Durer's Woodcuts Used to Portray Life of Christ

♦ Albrecht Durer's woodcuts, generally thought to be among the greatest ever produced, have been made the basis of a new 16mm sound film which depicts the life of Christ. With an original score based on medieval themes, *The Life of Christ* is narrated directly from the New Testament. Msgr. Ronald Knox's new translation is available along with the King James version.

To Durer the New Testament represented a unified drama and this cinematic interpretation of his work maintains that dramatic unity. Just as Durer sought for telling detail in the natural world, the film seeks out the details of his woodcuts, the minute observations, the perfectly caught gestures.

Price of the film is \$75. One day's rental fee is \$5.00; three days, \$7.50; one week, \$10. Bookings may be arranged through Athena Films, Inc., 165 West 46th St., New York 19, N. Y.



## International Film Bureau Shows Film on Mental Health

♦ *Out Of True*, black and white, sound, 41 minutes, is the first mental health film to reach the United States from England. The film may be purchased from International Film Bureau, Inc., 6 North Michigan Avenue, Chicago 2, Ill., for \$150.00, or rented for \$5.00. Preview prints are available to prospective purchasers without charge other than transportation. Previews will be scheduled in the order of receipt of requests.

The film presents information on mental illness and mental hospitals through the story of a young housewife with a mother-in-law problem. Designed for use in public education, the film is recommended for adult audiences and special interest groups to show the causes, nature and treatment of mental illness and to help dispel common misconceptions about mental hospitals.

The story is a typical case of mental illness that centers about Molly Slade, who lives with her husband, two children and mother-in-law in a crowded block of flats. The film shows the development of irritations and resentment that finally takes expression in a suicide attempt. Expert and sympathetic psychiatric treatment at a mental hospital restore Molly to mental health and her confident return to her family.

\* \* \*

## Ceramic Decoration Subject of Elementary Handicraft Film

♦ Handicraft instructors will be interested in a new 16mm sound and color film entitled *Craftsmanship in Clay: Decoration*. Purpose of the film is to introduce decoration as an added visual interest to form and to show the three basic materials used for applying designs on a clay surface—clay, glaze and clay slip.

Useful in stimulating interest in ceramic art, the film has been designed

for arts and crafts classes on the high school and college levels, for recreation and camp groups and for individuals interested in ceramics as a hobby or home industry.

Prints may be purchased from Indiana University's audio-visual center, Bloomington, Ind., or from the Educational Film Library Association, Inc., Suite 1000, 1600 Broadway, New York 19. Net price is \$100.00. For rental information write to Indiana University.

\* \* \*

## X-Rays in Dentistry Featured in Film "Picture Your Teeth"

♦ The story of x-rays in dentistry and how a dentist uses x-rays to examine and care for teeth is told in the new sound motion picture, *Picture Your Teeth*, now being distributed by the Medical Division of the Eastman Kodak Company, and approved by the Council on Health of the American Dental Association.

Beginning with the statement that since a pretty smile is one of the symbols of good health, it is important to care for the teeth, *Picture Your Teeth* briefly traces the use of x-rays in dental care. It explains what x-rays are, shows how they work, and points up the fact that they are one of the most useful of all tools in modern dentistry.

Prints are available for loan, without charge, to dentists to present to community groups. Bookings may be arranged by contacting the Medical Division, Eastman Kodak Company, Rochester 4, N. Y.

\* \* \*

## "Boys' Railroad Club" Available from Association Films, Inc.

♦ A new film on model railroading, *Boys' Railroad Club*, is being distributed to schools, Boy Scout troops, YMCA's, boys' clubs, hobby groups, and other organizations from Association Films, Inc. The 15-minute picture tells about a boys' hobby club where the members operate their own model railroad system.

*Boys' Railroad Club* is a Transfilm production, sponsored by the A. S. Gilbert company, manufacturers of American Flyer trains. The film may be borrowed with no charges except transportation from Association Films, New York, 35 W. 45th Street; Chicago, 79 E. Adams Street; San Francisco, 351 Turk Street; and Dallas, 1915 Live Oak Street.

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Association Films, Inc., 35 West 45th St., New York 19.

Council Films, Inc., 50 N. Main St., Homer, N. Y.

Jam Handy Organization, Inc., 1775 Broadway, New York, N.Y.

Visual Sciences, 599SH Suffern.

#### PENNSYLVANIA

Jam Handy Organization, Inc., 930 Penn Ave., Pittsburgh 22

Karel Sound Film Library, 214 Third Ave., Pittsburgh 22.

### SOUTHERN STATES

#### FLORIDA

Norman Laboratories & Studio, Arlington Suburb, Jacksonville 7.

#### LOUISIANA

Jasper Ewing & Sons, 725 Poydras St., New Orleans 12.

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Jasper Ewing & Sons, 227 S. State St., Jackson 2.

#### TENNESSEE

Southern Visual Films, 686-689 Shrine Bldg., Memphis.

### MIDWESTERN STATES

#### ILLINOIS

American Film Registry, 24 E. Eighth Street, Chicago 5.

Association Films, Inc., 206 S. Michigan Ave., Chicago 3.

Jam Handy Organization, Inc., 230 N. Michigan Ave., Chicago 1.

Swank Motion Pictures, 614 N. Skinker Blvd., St. Louis 5, Mo.

#### IOWA

Ryan Visual Aids Service, 517 Main St., Davenport.

#### MISSOURI

Swank Motion Pictures, 614 N. Skinker Blvd., St. Louis 5, Mo.

#### MICHIGAN

Jam Handy Organization, Inc., 2821 E. Grand Blvd., Detroit 11.

#### OHIO

Academy Film Service, Inc., 2300 Payne Ave., Cleveland 14.

Sunray Films, Inc., 2108 Payne Ave., Cleveland 14.

Jam Handy Organization, Inc., 310 Talbott Building, Dayton 2.

### WESTERN STATES

#### CALIFORNIA

Coast Visual Education Co., 5620 Hollywood Blvd., Hollywood 28.

Jam Handy Organization, Inc., 7046 Hollywood Blvd., Los Angeles 28.

Association Films, Inc., 351 Turk St., San Francisco 2.

#### OREGON

Moore's Motion Picture Service, 306 S.W. 9th Avenue, Portland 5.

#### TEXAS

Association Films, Inc., 1915 Live Oak St., Dallas 1.

Audio Video, Incorporated, 4000 Ross Avenue, Dallas 4, Texas.

George H. Mitchell Co., 712 N. Haskell, Dallas 1.

#### UTAH

Deseret Book Company, 44 E. So. Temple St., Salt Lake City 10.

### CANADA

Audio-Visual Supply Company, Toronto General Trusts Building, Winnipeg, Man.

## Reference Shelf

### Folder on "The Beginning Sports Filmstrip Series" Offered by SVE

The Society of Visual Education, 1345 West Diversey Parkway, Chicago, Ill., has published an illustrated folder for schools, churches, and public or private organizations with a sports or recreation program, telling of the silent or sound filmstrip sets *The Beginning Sports Series*.

The folder states that with *The Beginning Sports Series* filmstrips and the accompanying material, consisting of a comprehensive manual for teachers, and students' handbooks, anyone can do a good job of teaching any of the nine sports covered. They are: golf, baseball, bowling, archery, volleyball, tumbling, tennis, basketball, and badminton.

The folder may be obtained from dealers or from the SVE headquarters.

\* \* \*

### Young America Issues Bound Volume of Guides for Films

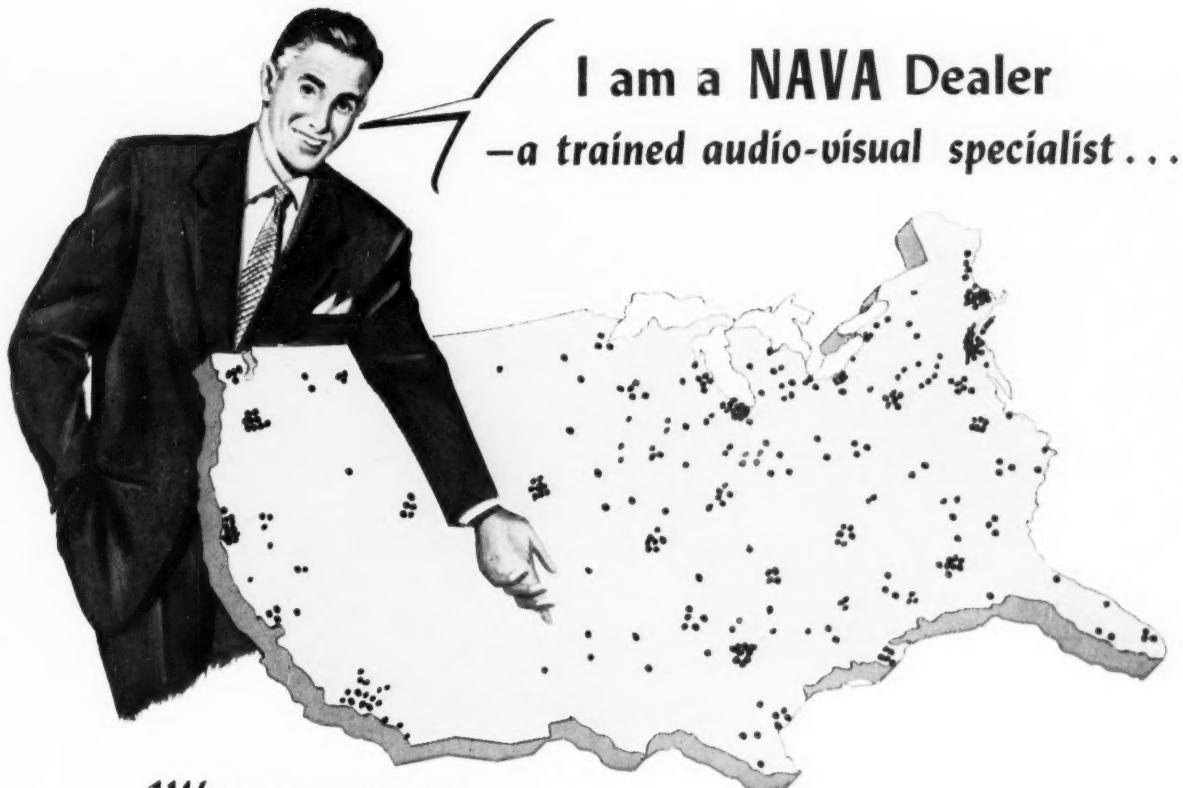
A complete collection of the teacher's guides to accompany its classroom films has been published by Young America Films in a bound volume, in response to requests from school administrators and teachers. The volume contains the complete guides for 118 YAF films. It is available for purchase at \$2.50 from any YAF dealer, or direct from Young America Films, Inc., 18 East 41st Street, New York City 17, N.Y.

\* \* \*

### New Classical and Educational Record Guide Available Soon

A classical and educational record guide will be published soon by the Audio-Master Corporation, 341 Madison Avenue, New York 17, N.Y.

The guide will not only contain a cross-reference listing of all important classical music recordings in three speeds, but will also list recorded material in the fields of documentary, ethnography, drama, religion, sound effects, science, foreign language courses, and others. It is specifically designed to aid libraries, radio stations, schools, record collectors, dealers, musicologists, and the public at large in locating unusual and hard-to-find records. The guide is available at a pre-publication price of \$2.00.



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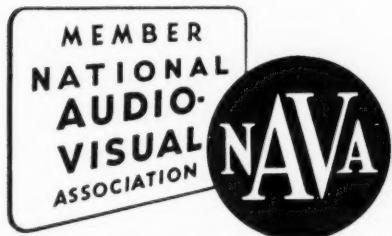
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W. E. Berube, Audio-Visual Department Director, inspects film in new Filmosound projector. The department library now contains 200 movie films and 800 film strips.

## Pawtucket Schools Score 10 Year Film Program Success

**B&H Filmosounds play basic role.** The Pawtucket (R. I.) Schools' film program has been a success right from the start ten years ago. Today the city's schools use twenty 16mm sound projectors for the three-thousand-odd classroom showings every year. And the program is continually expanding!

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Department, has to say about his experience with Filmosound projectors:

"No small factor in the success of our film program is the dependability of Bell & Howell Filmosound projection. This equipment is ruggedly built, quiet and dependable in operation. Filmosounds have proved themselves in the varied and hard use we have put them to."



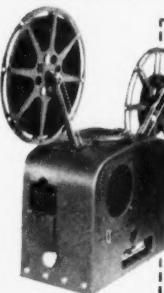
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